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Abstract

A marketing system for communicating with an audience including a targeted individual a communication system. The marketing system includes a processor and a database accessible by the processor. The database including data related to the targeted individual and an identifier. In one embodiment the identifier is provided to the targeted individual. In another embodiment the identifier is known by the individual through a prior relationship. The marketing system further includes a plurality of audio recordings accessible by the processor. The processor is adapted to present the targeted individual with a resource including an audio component in response to the presentment of the identifier by the targeted individual. The audio component of the resource includes a selection of the audio recordings selected from the plurality of audio recordings. The audio recordings a generic portion and a tailored portion. The generic portion includes marketing information which is configured for the audience. The tailored portion is configured based on at least a portion of the data in the database related to the targeted individual.